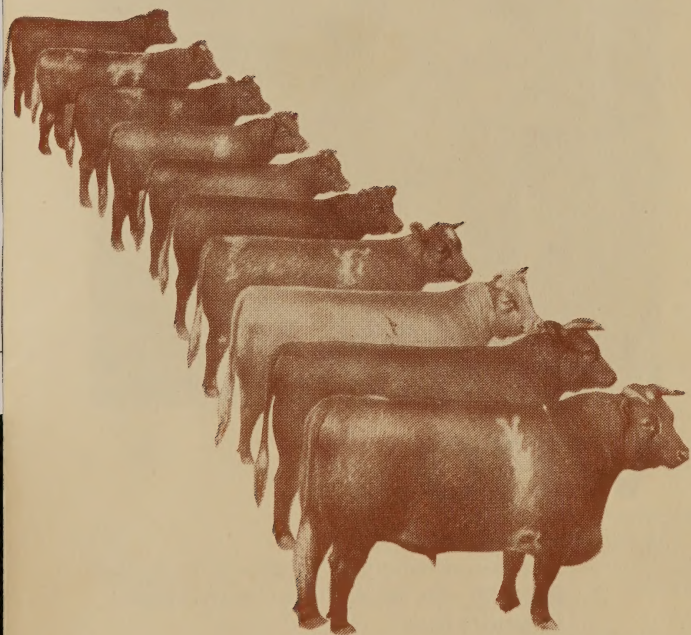
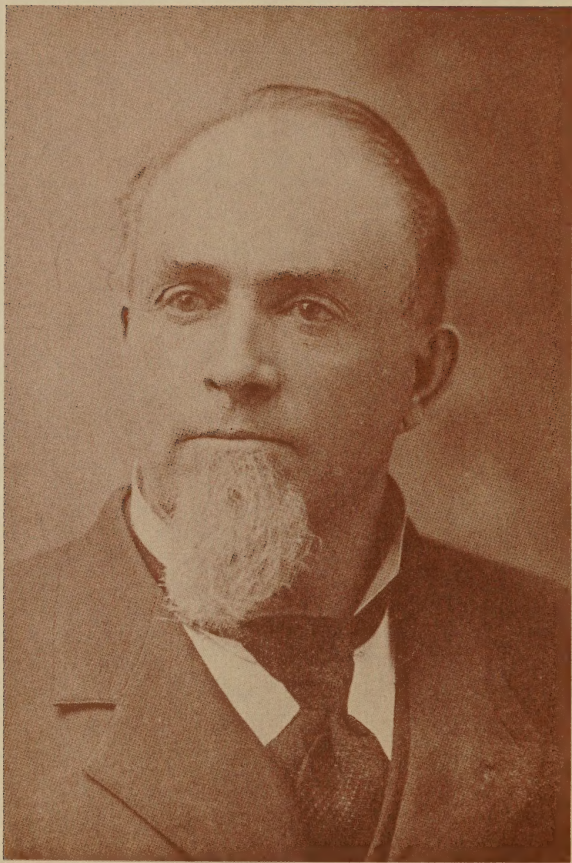


125th JUBILEE ISSUE

COMMEMORATING 125 YEARS
OF THE AMERICAN SHORTHORN
ASSOCIATION HERD BOOK





WHO...

Is this important breed dignitary?

Just one of the breed founders you will read about in this history-filled, interest-packed, collector's issue.

WHY...

Should you advertise in this Jubilee Issue?



To promote your herd. The prestige of being represented in this HISTORY BOOK OF SHORTHORNS AND POLLED SHORTHORNS will help widen your circle of customers.



Your ad will document the fact that YOUR HERD is part of THE SHORTHORN-POLLED SHORTHORN "SURGE OF THE 70's".



Your ad will help sponsor the 125th Anniversary Shorthorn and Polled Shorthorn Jubilee at the 1971 National Western.



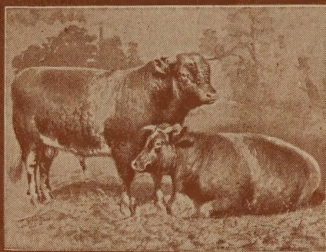
Your ad, regardless of size, will entitle you to a FREE COPY OF THIS \$5.00 JUBILEE ISSUE.



All advertisers with a quarter page, or more, will receive a FREE, DISTINCTIVE, \$10, COMMEMORATIVE, JUBILEE LAPEL PIN.



BE EXCLUSIVE.....BE PART OF THIS UNIQUE, ONCE-IN-A-LIFETIME PUBLICATION.



A Once In A Lifetime Opportunity...

Be a part of your
Association's FIRST
sponsored historical
volume.

WHEN...

This Jubilee Issue will be released at the 125th Anniversary Celebration at the 1971 National Western.

Why are we soliciting so early?

Our deadline must come early in order to give our staff a greater opportunity to do **THEIR BEST JOB FOR YOU**. Our work must be near completion before the busy show and sale season.

AD RATES

Four color ads on inside front, inside back and back covers (trim size 8 3/8" x 10 3/4")

..... \$400

One page with color (7 1/4" x 10")

..... \$250

One page, black and white

(7 1/4" x 10")

..... \$200

2/3 page (4 3/4" x 10")

..... \$145

1/2 page (7 1/4" x 5")

..... \$110

1/3 page

..... \$ 75

1/4 page

..... \$ 60

5-inch ad

..... \$ 41

4-inch ad

..... \$ 34

3-inch ad

..... \$ 27

No ads accepted less than 3 inches.

All costs for art work and offset halftone negatives, color separations and screens billed at cost to advertiser.

All pictures to be used must be provided by advertiser.

MECHANICAL REQUIREMENTS: To be printed offset. For color ads furnish separated, screened halftone negatives of pictures, or send transparencies or color photos and we will make color separations and bill you at cost.

THE FIRST ADS RECEIVED WILL BE GIVEN PREFERENTIAL POSITION.

Only three four-color ads can be accepted. The first three received will get cover treatment.

The first full page received will appear on page one...the second on page two, etc.

Full page ads will be in the front section of the book followed by sections of lesser sized ads. The smallest ads will be grouped last. But regardless of the size ad, the first received will be given priority position in its section.

AMERICAN
Shorthorn
ASSOCIATION

8288 HASCALL ST.

OMAHA, NEBRASKA 68124